

# HPMKT

## HIGH POINT MARKET

*North Carolina's 107 Year-Old Crown Jewel*





**180  
Buildings**

**11.5 Million  
Sq. Ft.  
of Space**

**75,000  
Attendees  
Twice a Year**

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**\$5.4 Billion  
in Total  
Economic  
Impact**

**\$123  
Million in  
State Tax  
Receipts**

**13,000  
Jobs**

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Domestic  
Trade Pubs

Website/  
Social Media

Direct Mail/  
Email

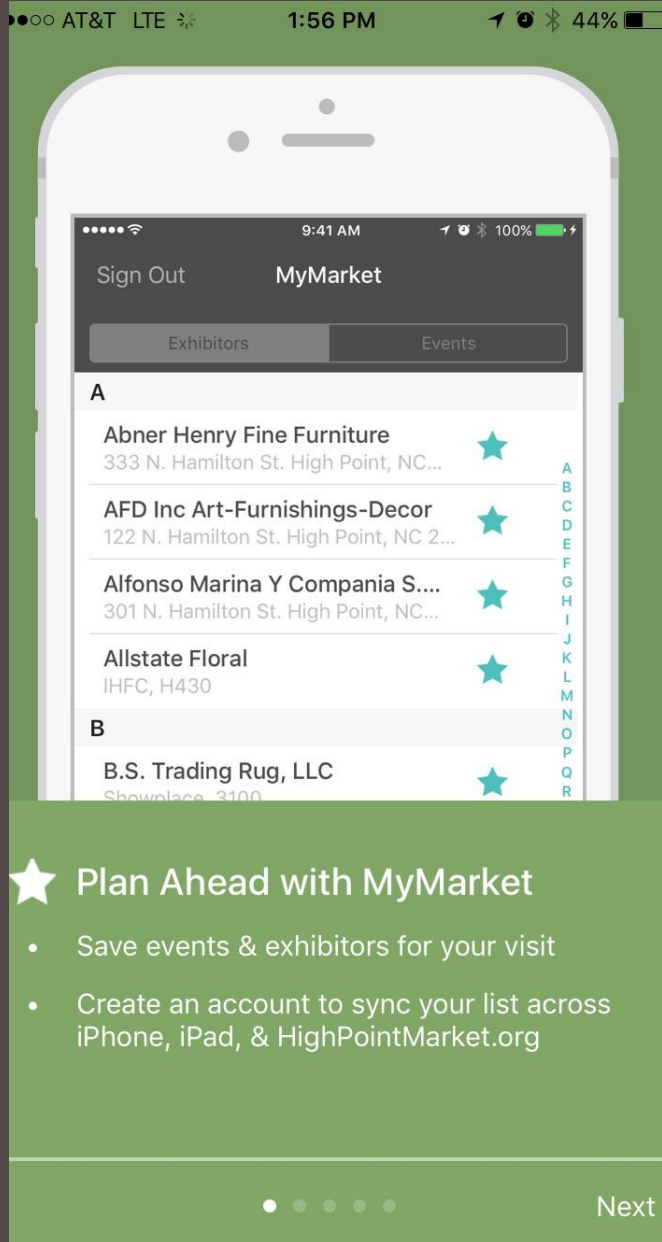
Public  
Relations



IF YOU VALUE YOUR TIME LIKE I DO,  
YOU VALUE HIGH POINT.  
I NEVER MISS IT.

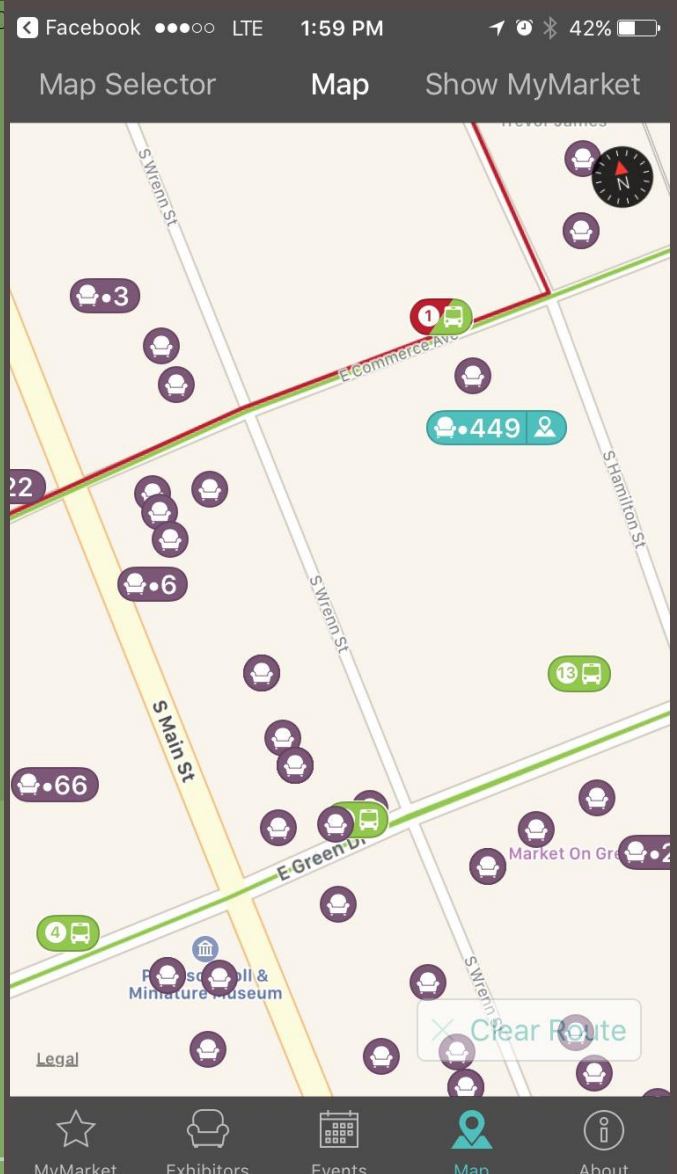
David Gunn, Knight Furniture, 2016 HFA Retailer of the Year

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### ★ Plan Ahead with MyMarket

- Save events & exhibitors for your visit
- Create an account to sync your list across iPhone, iPad, & HighPointMarket.org



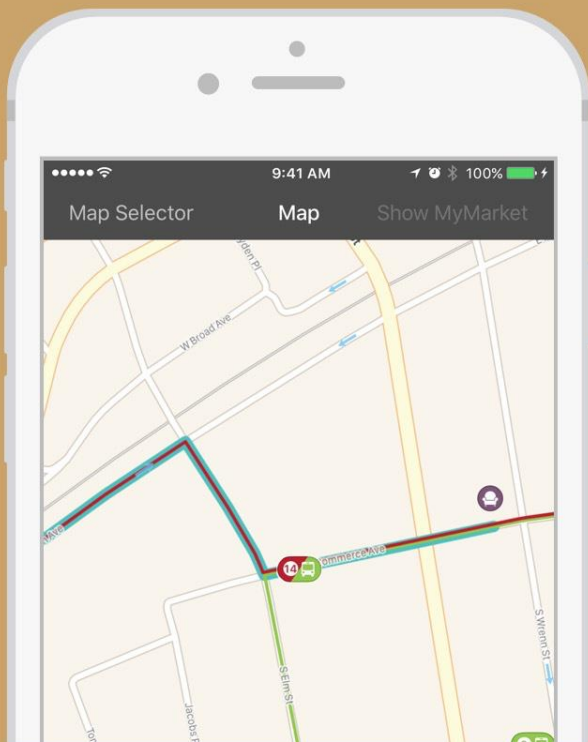
1000  
Bluetooth  
Beacons  
installed

GPS  
Enabled  
on-street

Six  
Buildings  
in Market

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AT&T LTE 1:56 PM 44%



## Never Get Lost

- Enable location services to get the fastest route to your market destinations
- Start routing from exhibitor detail page or exhibitor icons

Previous

Finish

Facebook LTE 1:58 PM 43%

## Events

Fri	Sat	Sun	Mon	Tue	Wed
21	22	23	24	25	26

### Saturday April 22nd

7:00PM  
9:00PM



**Stars Under the Stars**  
featuring Trisha Yearwood  
Center Stage, across from the  
Transportation Terminal

### Sunday April 23rd

7:00AM  
11:30AM



**Morning Buzz**  
Fine Furniture Design - 305 S.  
Hamilton St.

7:00AM  
8:00PM



**Mainly Baskets is Fabulous & 40**  
Suites At Market Square: Mainly  
Baskets - M-7002

7:30AM  
9:00AM



**WithIt Education Breakfast**  
presented by Myriad Softw...  
IHFC, Green Wing, International  
ballroom, 11th Floor



MyMarket



Exhibitors



Events



Map



About

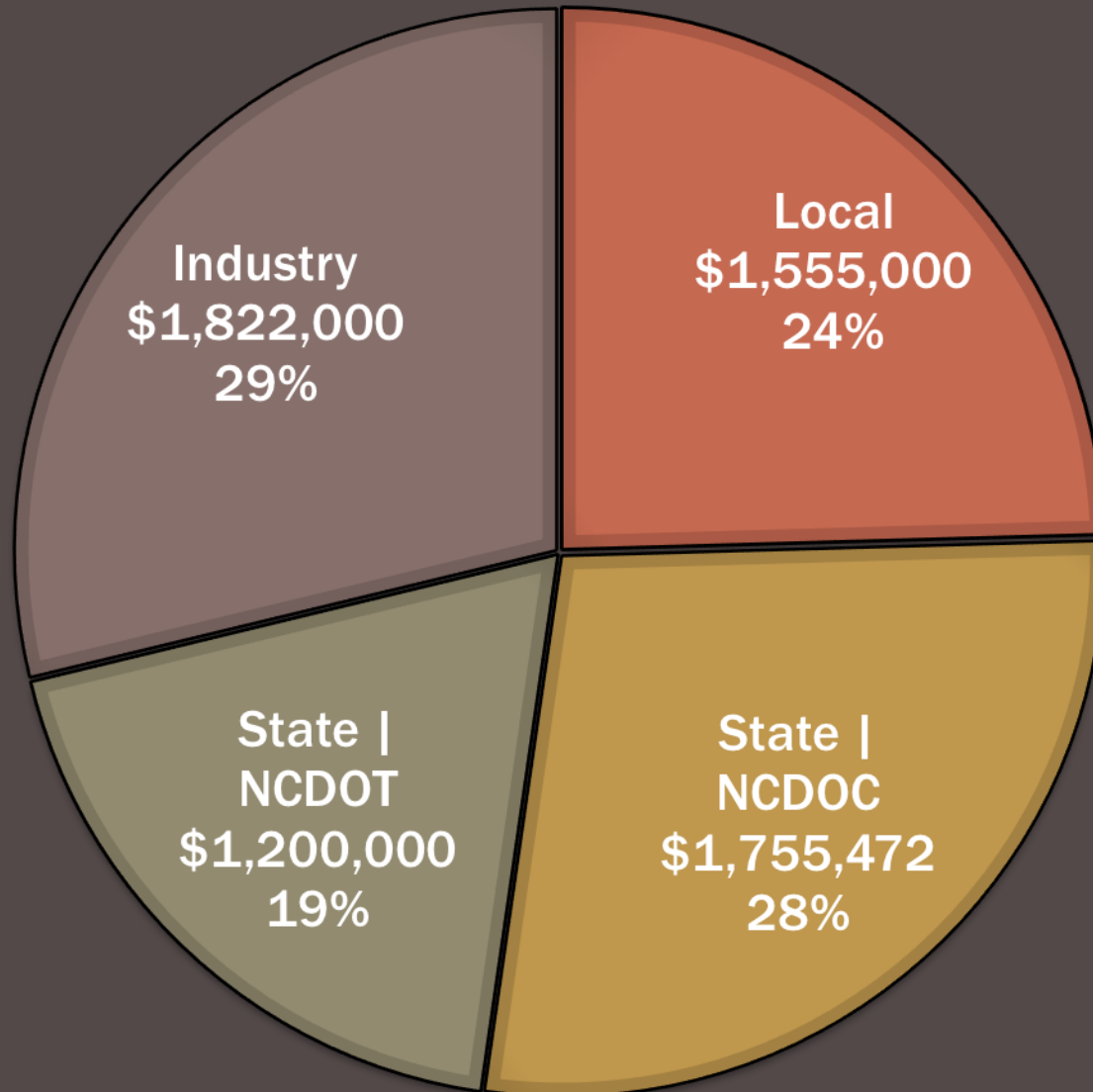
Just under  
13,000  
users

715,000  
screen views

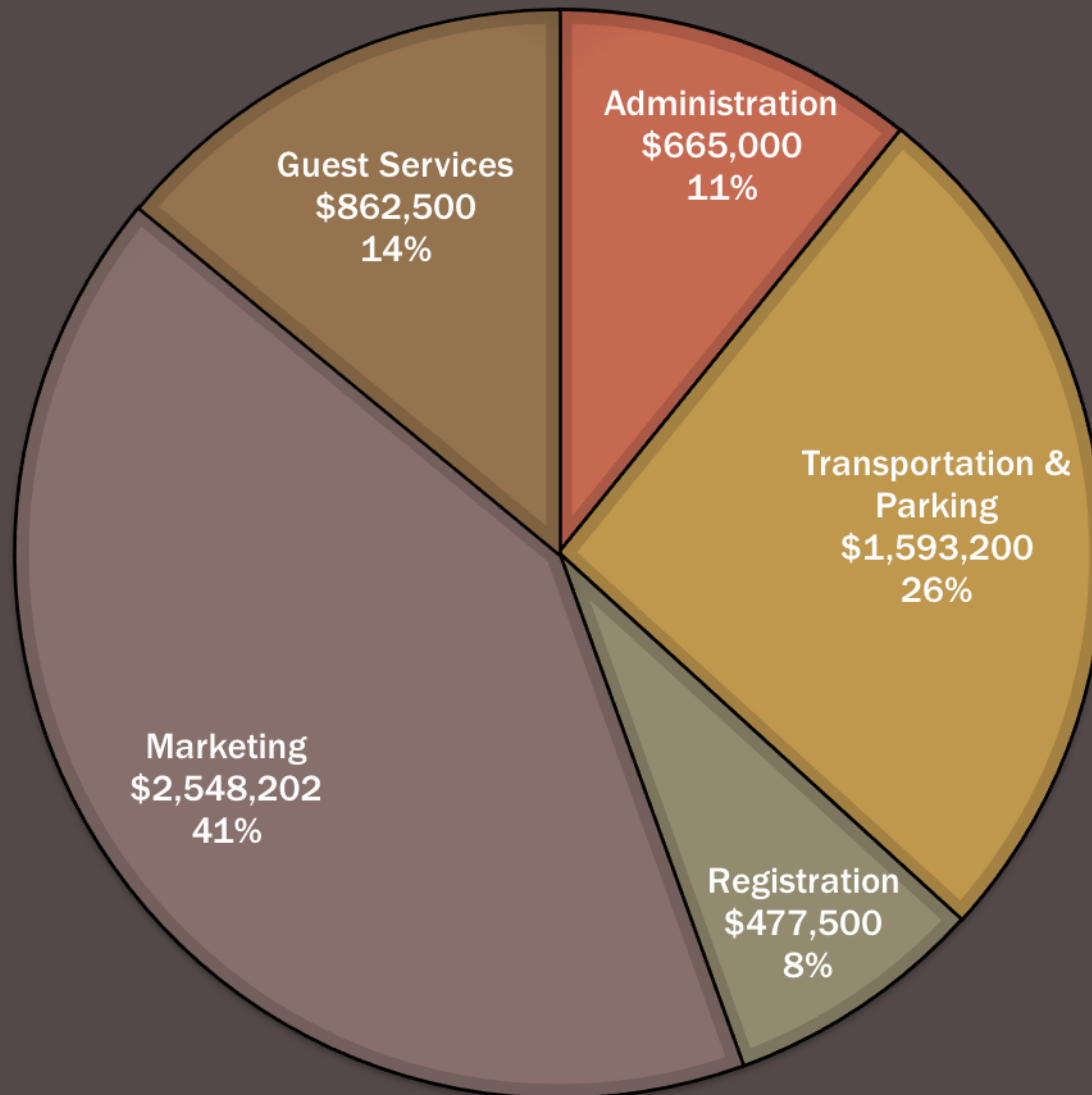
Skookum-  
North  
Carolina  
Company

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## High Point Market Authority Income

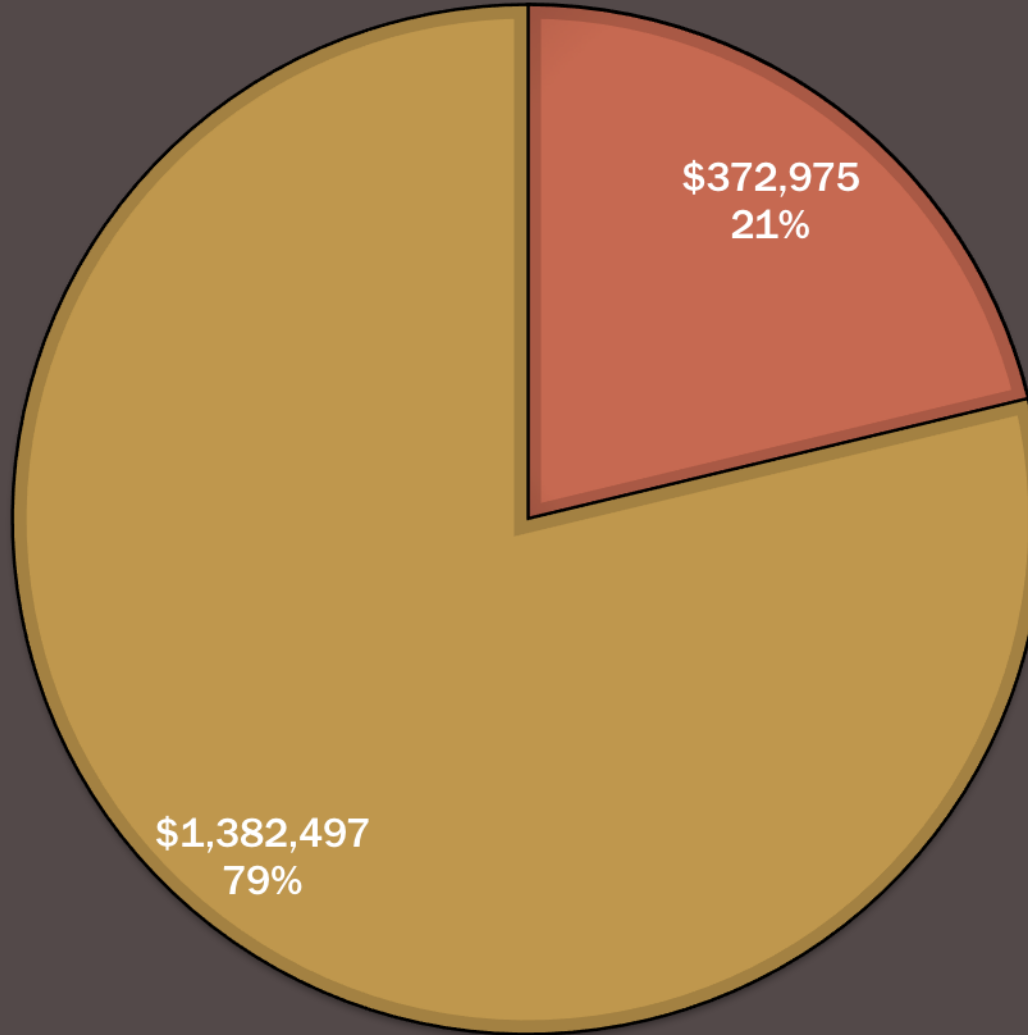


## High Point Market Authority Expense





## NCDOC Funds Estimate | FY 2016-17



■ MyMarket App

■ Market Attendance Promotion

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# Tammy Nagem

## Chief Operating Officer

## High Point Market Authority

[tammy@highpointmarket.org](mailto:tammy@highpointmarket.org)

336.888.3222



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